



## Integrated Digital Marketing: The New Marketing Workhorse

## **MOMENTUM** 2023 ANNUAL MEETING & EXPO

Renaissance Schaumburg  
Convention Center - Schaumburg, IL



# Presenters



**Rob Love**  
President & CEO,  
Love & Company



**Ellen Stokes**  
Senior Vice President of  
Marketing Innovation,  
Love & Company



# SETTING THE STAGE





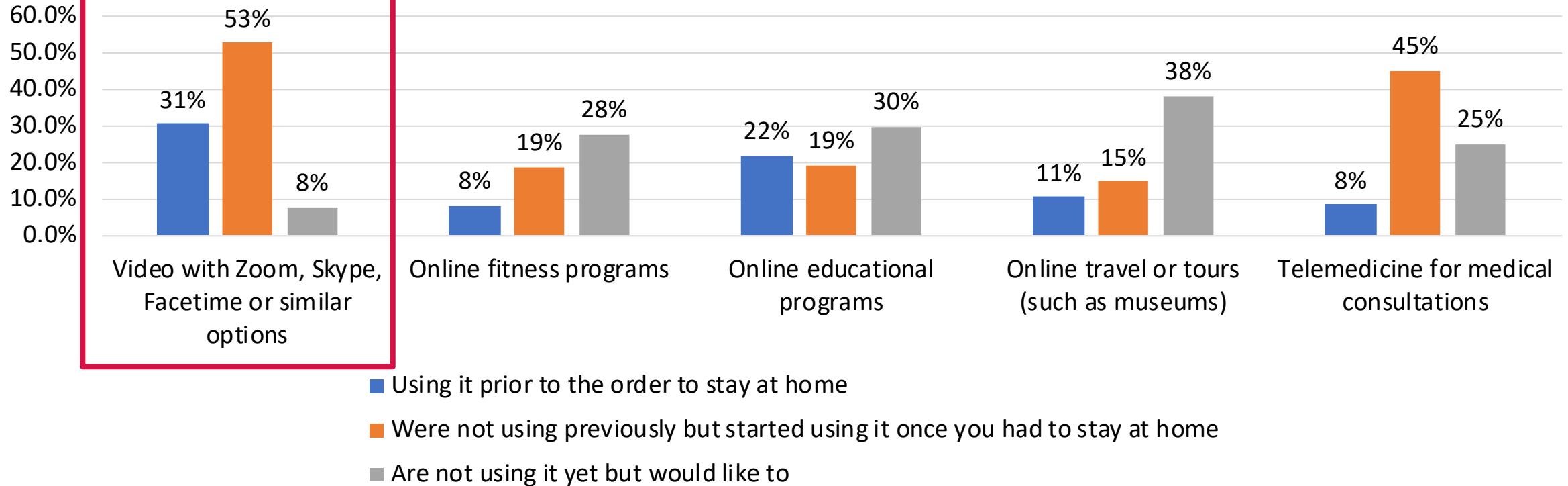
# Sales By Lead Source: Trends

1990s	2000s	2010s	2020s
Word of Mouth	Word of Mouth	Word of Mouth	Word of Mouth
Direct Mail	Websites	Digital Marketing	Digital Marketing
Offline Ads	Direct Mail	Direct Mail	Digital Marketing
	Offline Ads		Direct Mail



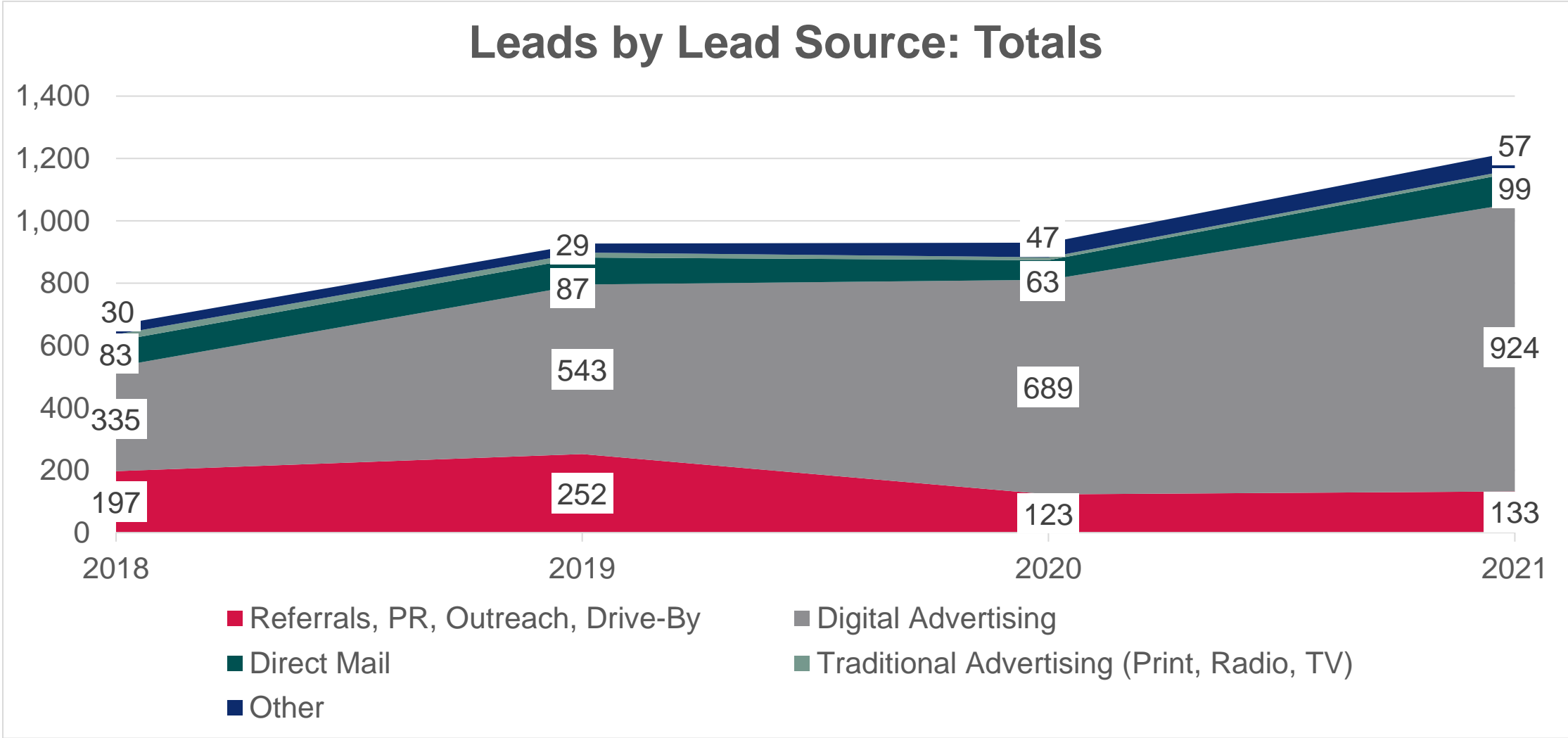
# 2020 Wait List/Lead Base Survey

Use of Tools to Continue "Normal" Activities



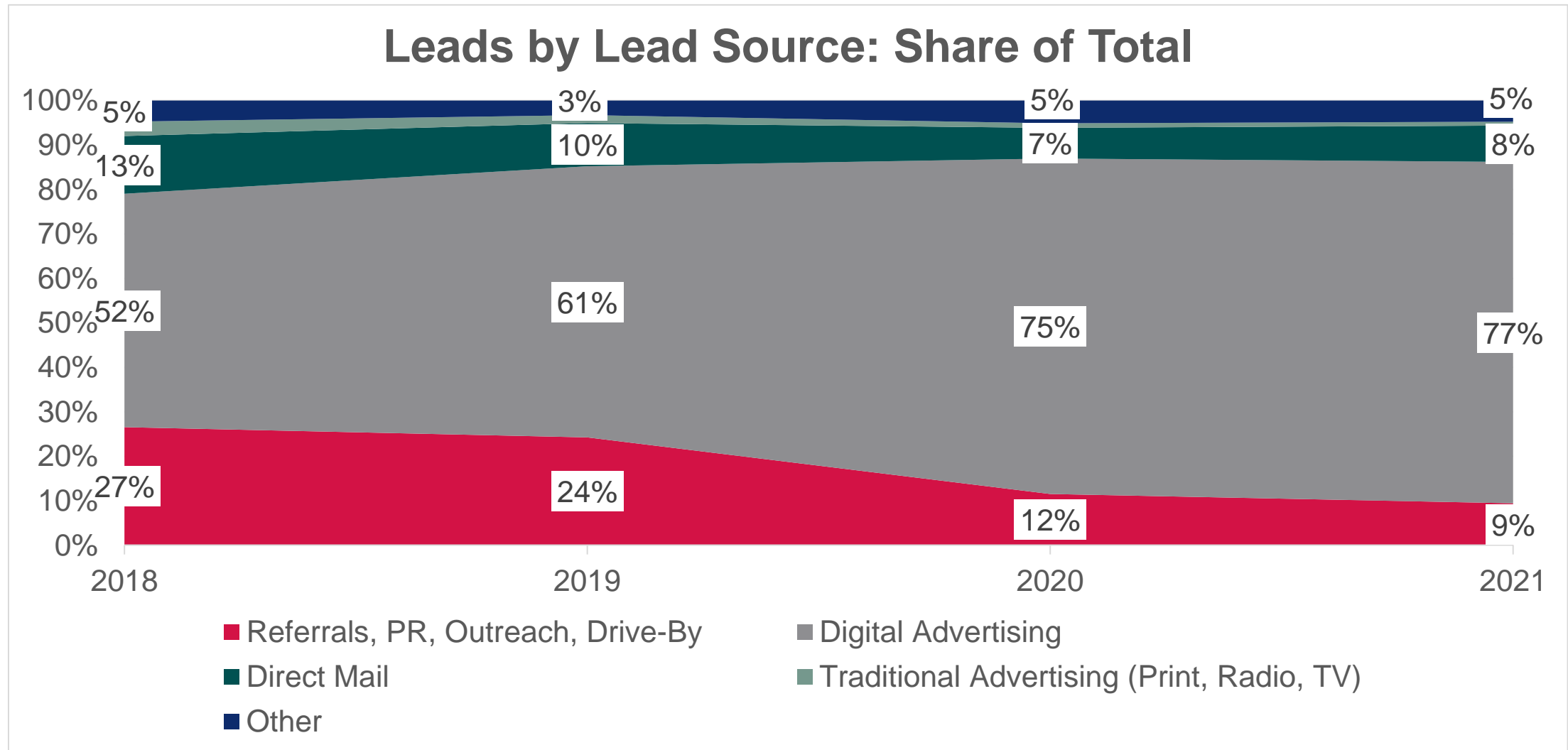


# Trends in Marketing Analytics



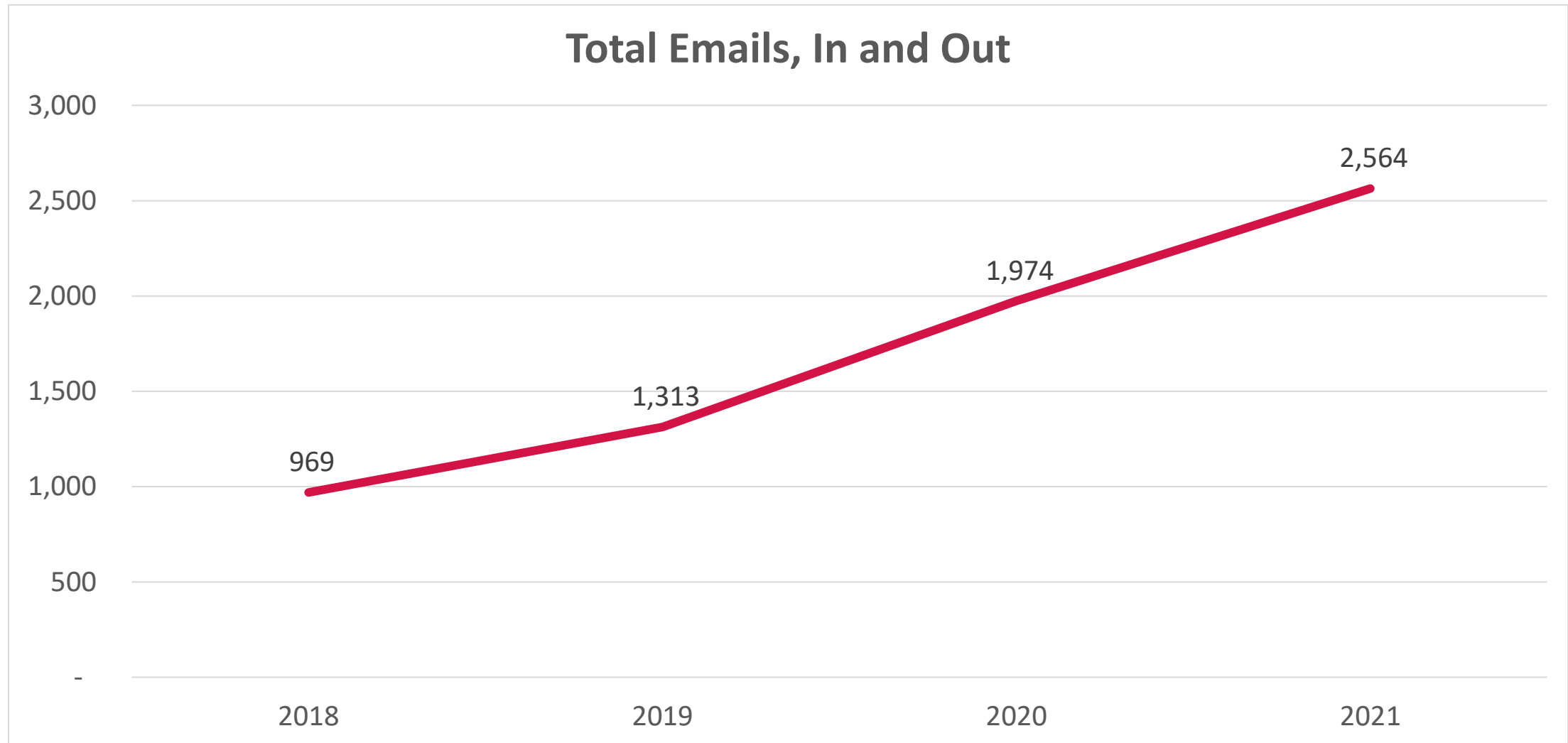


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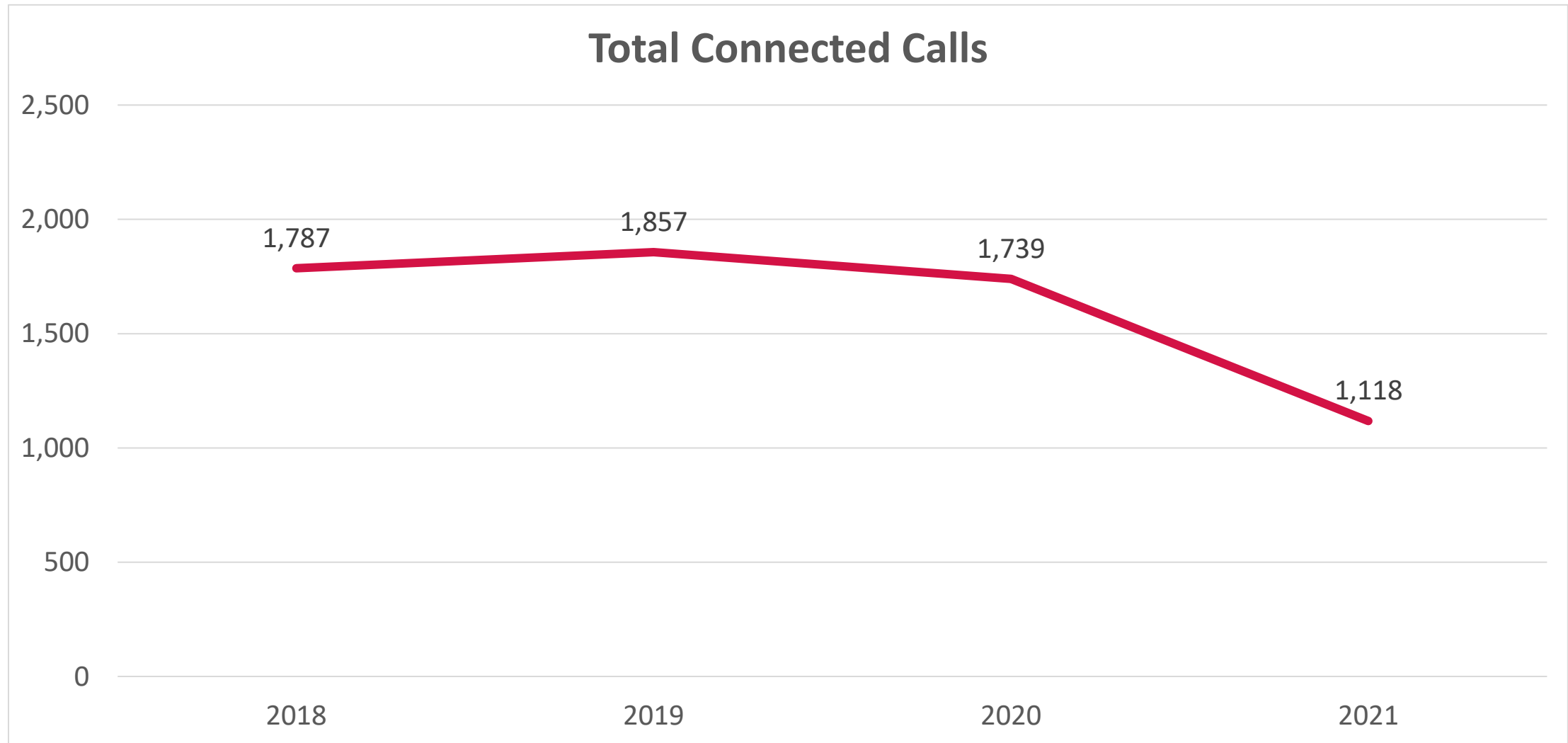


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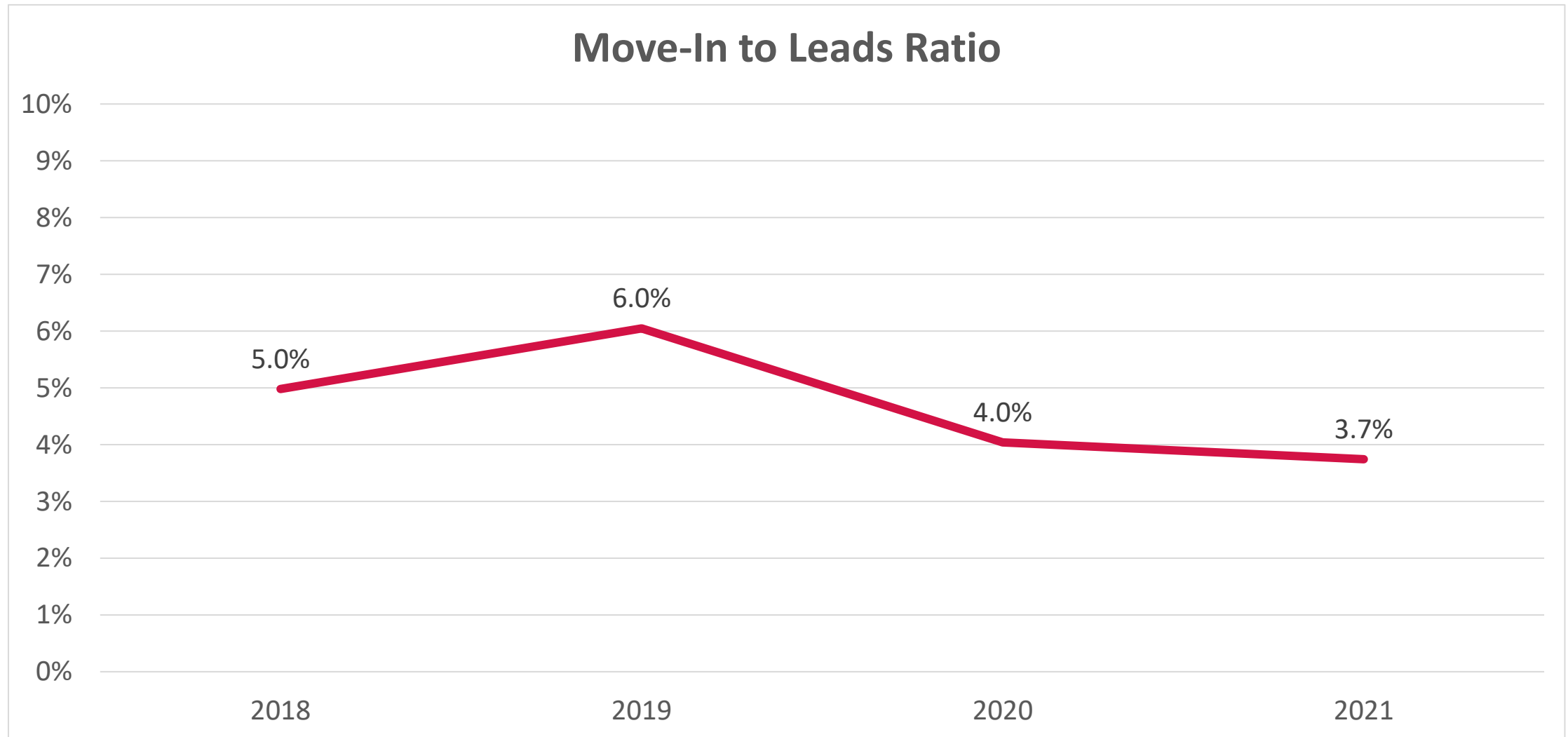


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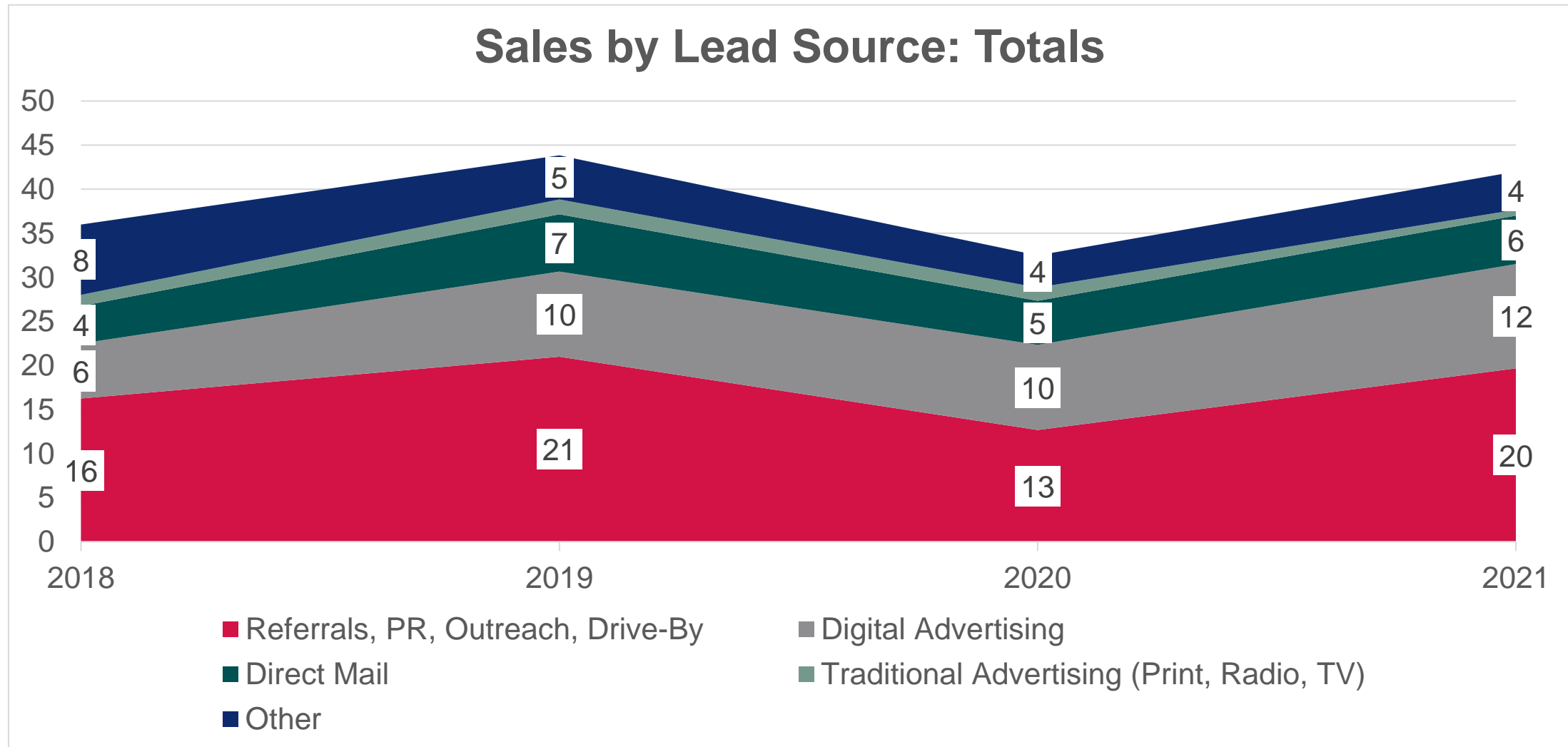


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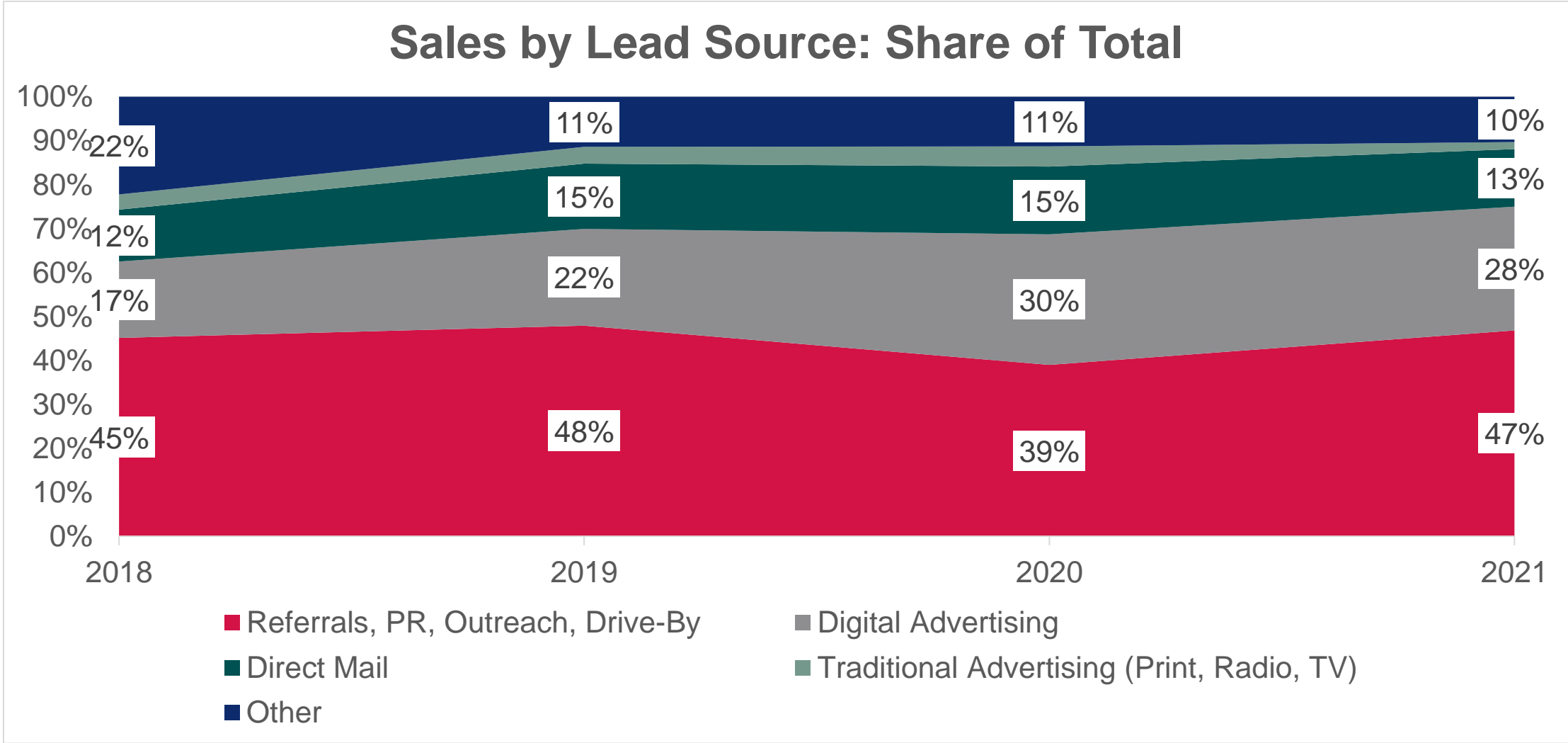


# Trends in Marketing Analytics





# Trends in Marketing Analytics





# The Key Question

How does senior living marketing and sales need to adapt to most effectively develop relationships with today's digitally sophisticated prospects?





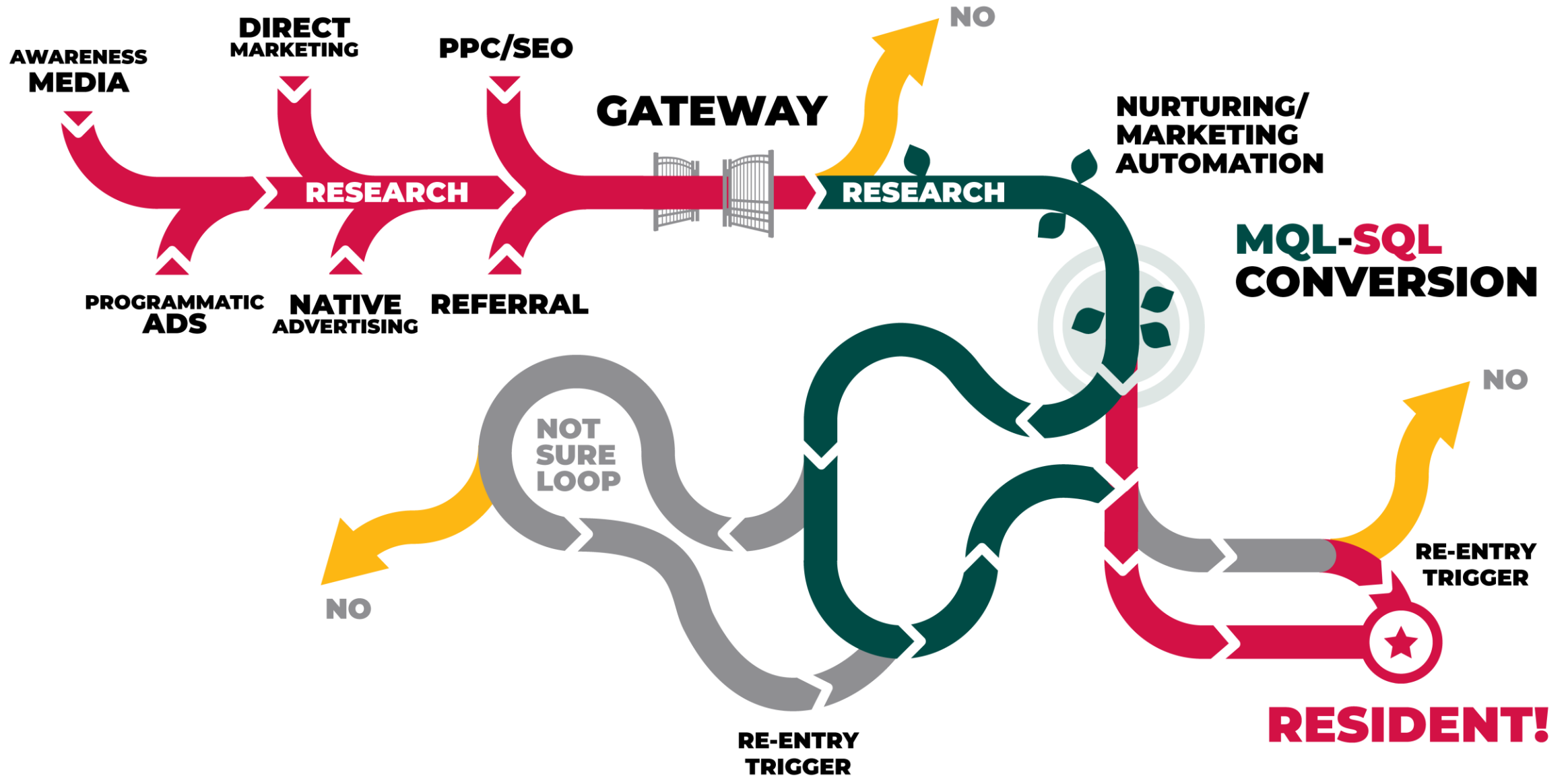




HELP US  
HELP YOU



# The Senior Living Customer Journey





# LA IL Sessions Involving Digital Marketing

- ◆ **26-C: 7 Best Practices to Consider When Assessing the Effectiveness of Your Digital Marketing Program**
  - Examine the 7 areas that should be systematically reviewed within your digital program.
  - Discover how to translate your findings into strategies that result in keeping your pipeline full.
  - Discuss a digital audit process that will result in generating and nurturing higher-quality leads.
- ◆ **28-D: How to Gain Momentum During Challenging Times With Your Digital Marketing Program**
  - Get tips for positioning your digital marketing strategy
  - Discover how to use advertising, SEO and social media to reach your customers
  - Learn to personalize your virtual sales experience and plan your marketing for the next 30, 60 and 90 days.

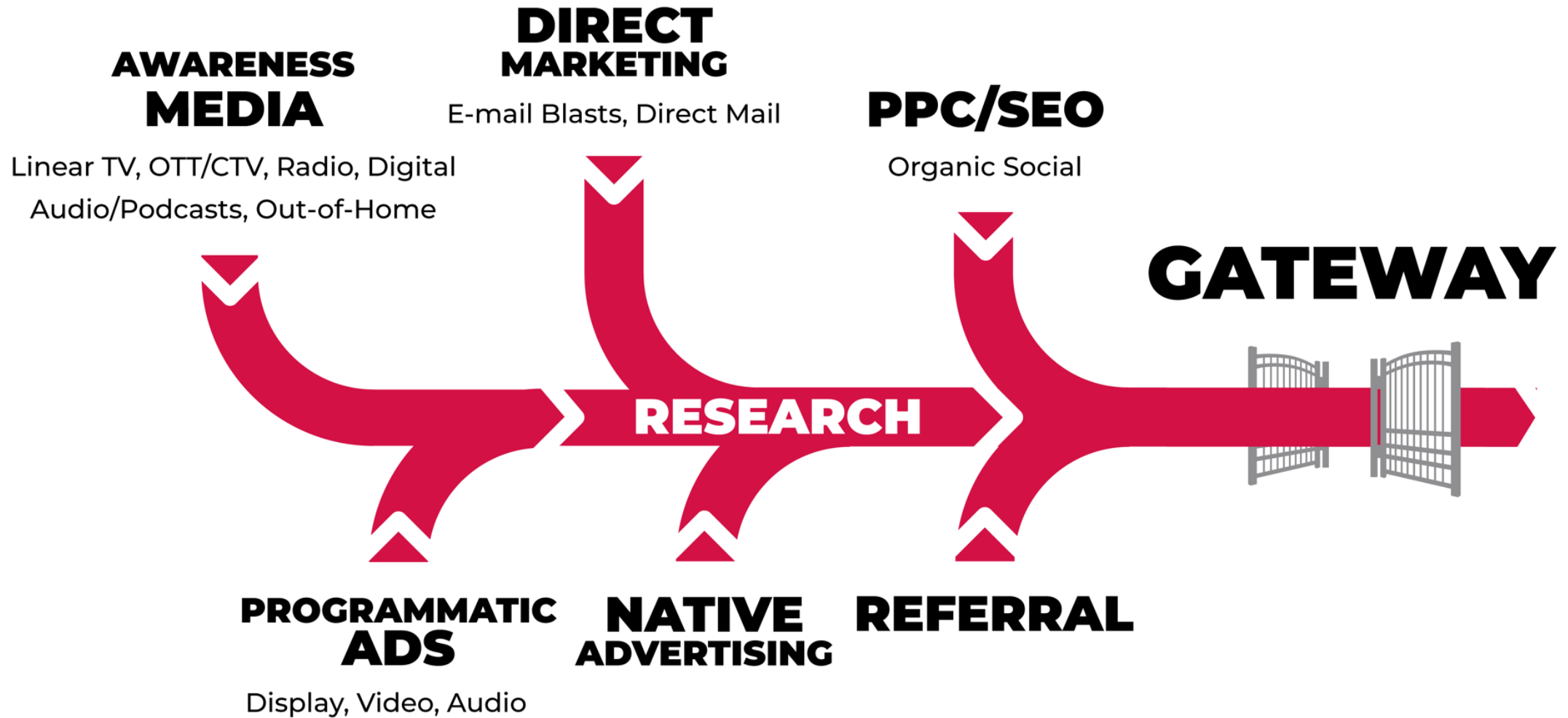


# LA IL Sessions Involving Digital Marketing

- ◆ **30-E: Digital Strategies to Online Lead Generation: How To Drive Demand**
  - Examine how to draw more visitors to your website and convert them into qualified sales leads.
  - Compare the different types of prospects and where they are at in the buyer's journey.
  - Discuss how to use digital media to strengthen your brand in the eyes of your prospects and stay on their decision-making list.
- ◆ **31-F (Us): Integrated Digital Marketing: The New Marketing Workhorse**
  - Define today's customer journey and the best ways to attract prospects to begin the journey.
  - Describe how much of the marketing process can be automated to nurture prospects along their journey, leading them to want to engage with the sales team.
  - Examine how the sales team's role in the customer's journey is evolving in today's digital world, and the current tools and techniques needed to best engage prospects and help guide their decision making.

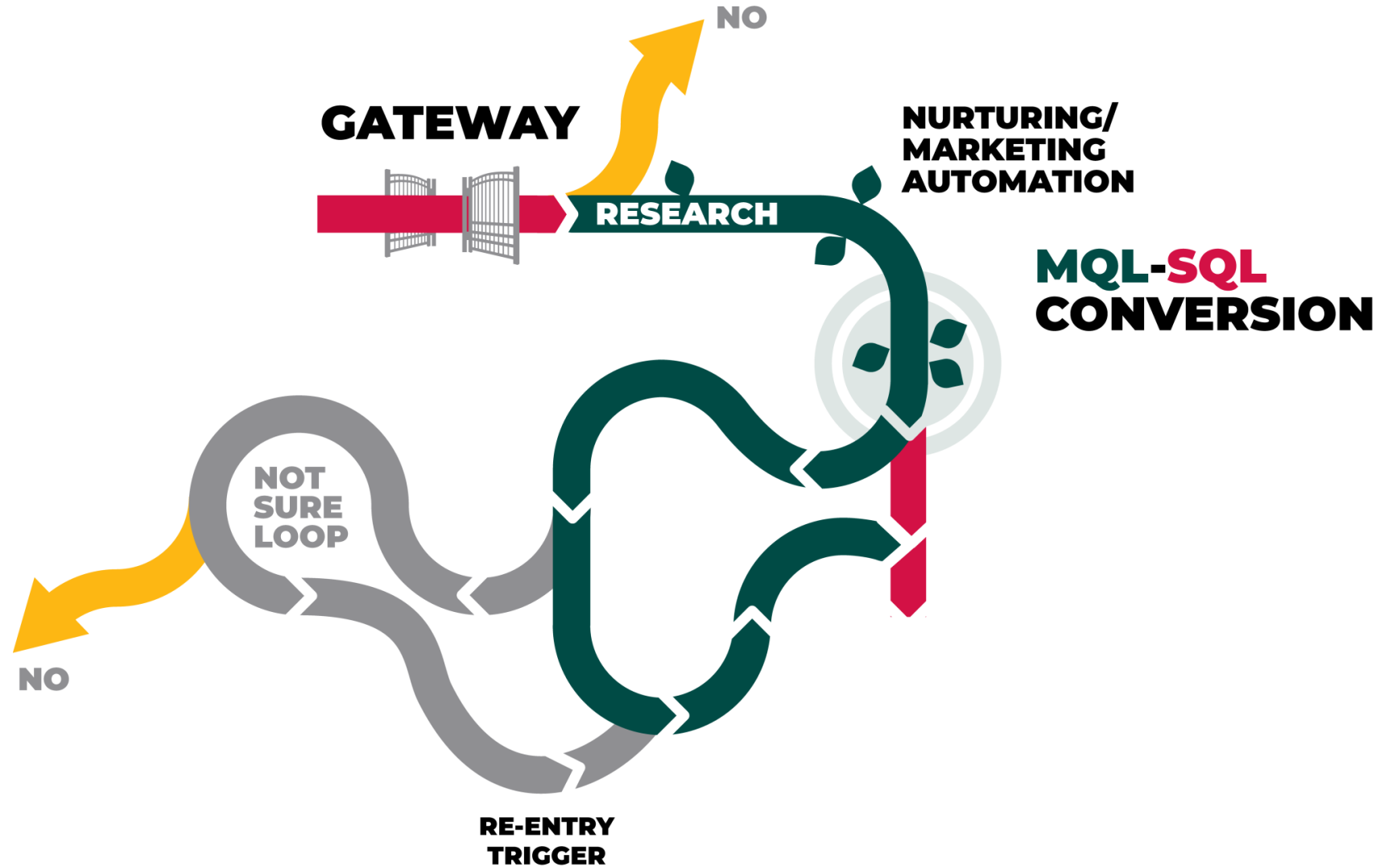


# Section I: Gateways



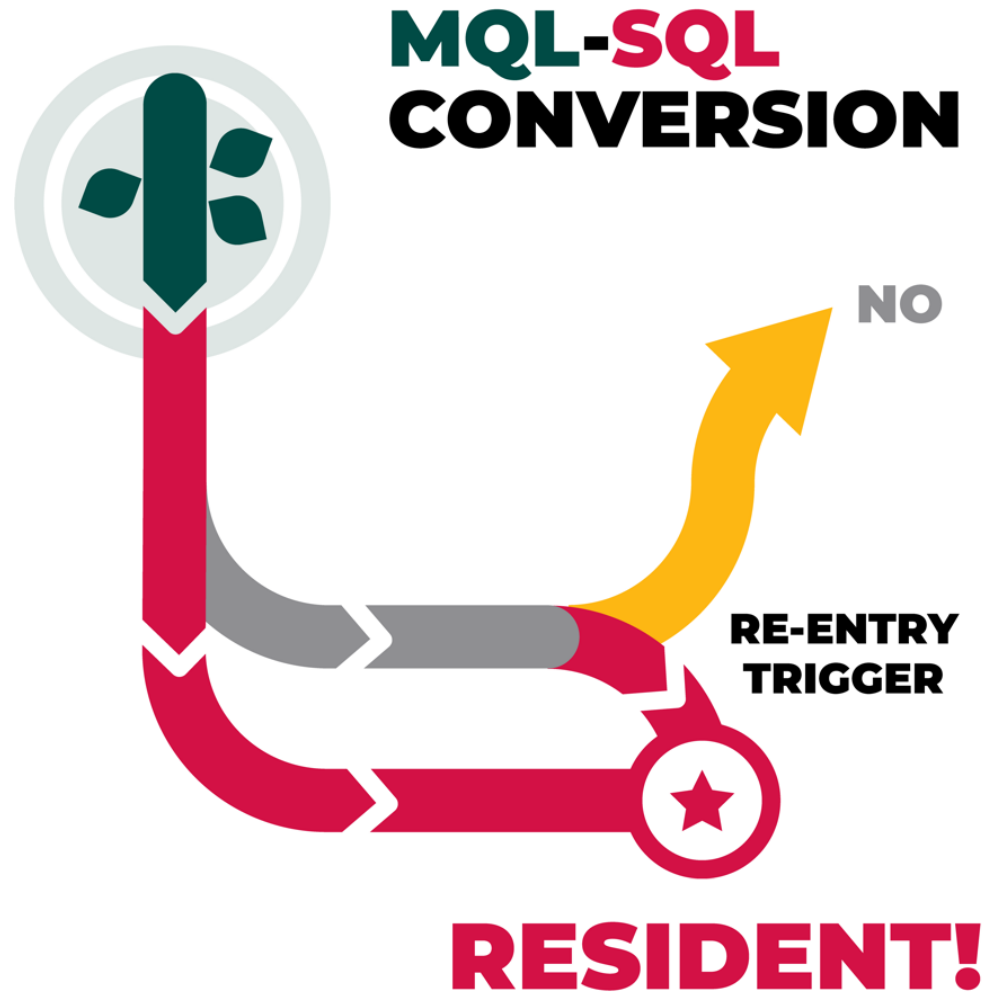


# Section II: Engagement





# Section III: Advancing The Sale

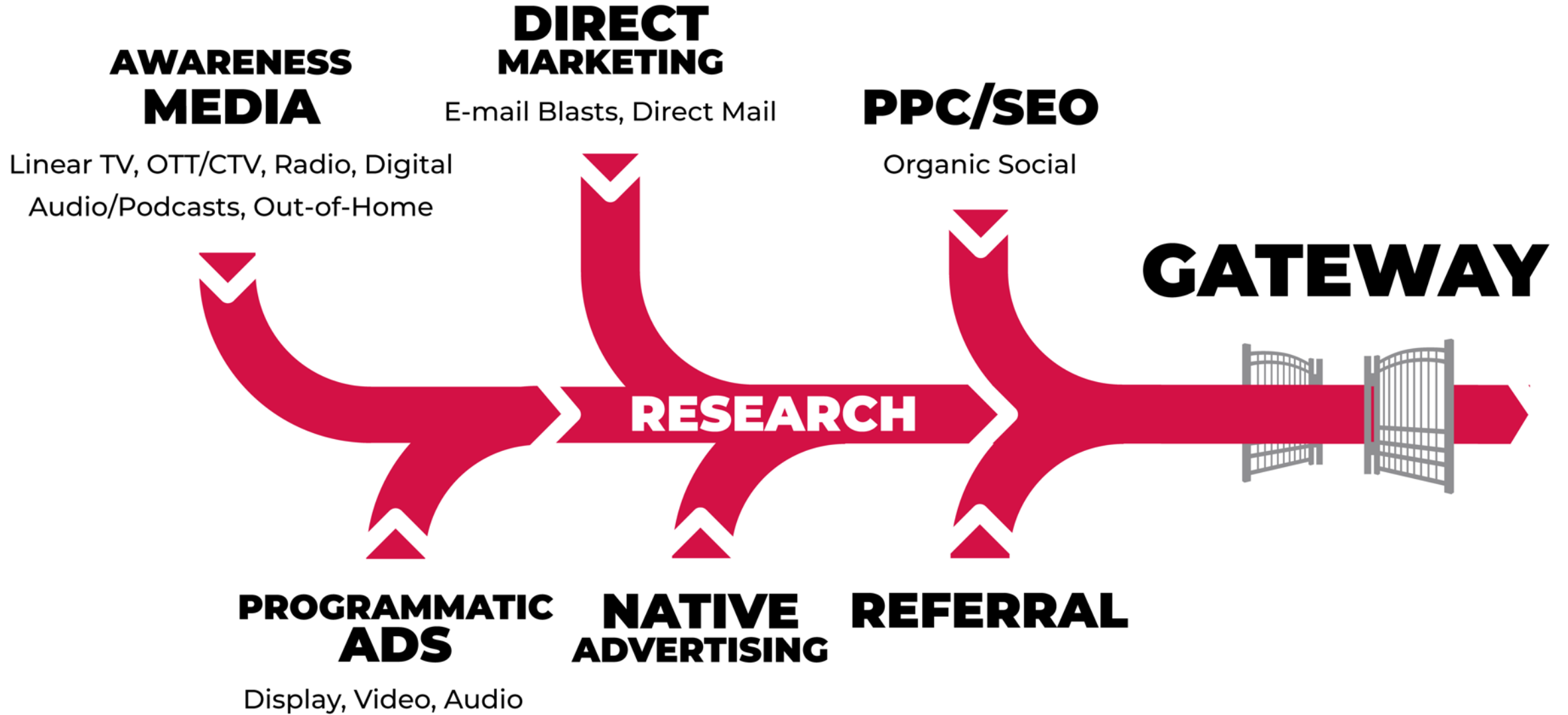






# GATEWAYS: INVITATIONS TO JOIN THE JOURNEY







# Cast a Wide Net ... But Not **THAT** Wide



- ◆ In video, “linear television” is largely replaced by "Over-the-Top" and "Connected Television" (OTT and CTV)
  - Much more affordable
- ◆ Certain radio formats may stay, but digital audio (streaming radio, music services, podcasts) maximizes delivery at lower costs



# Cast a Wide Net ... But Not THAT Wide



- ◆ Programmatic display ads add frequency and use AI to optimize message delivery and make the target audience more likely to respond
- ◆ Sometimes an outdoor effort is good to add frequency.



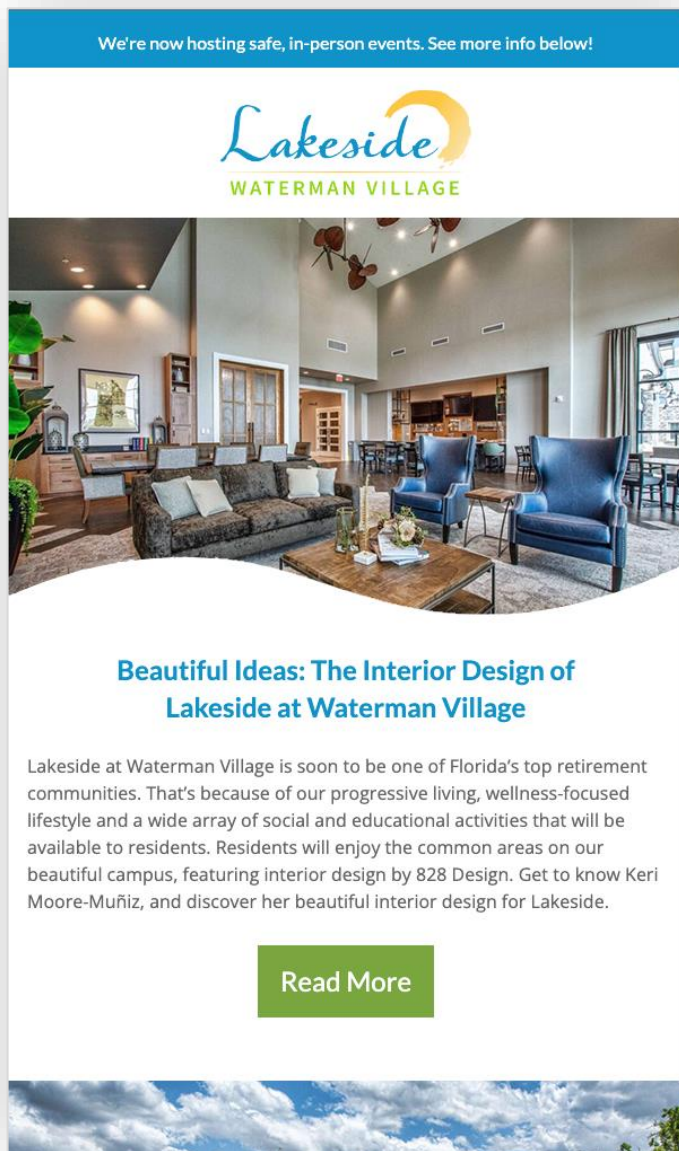


# Cast a Wide Net ... But Not THAT Wide



- ◆ Metrics for these efforts are "softer" and include KPIs like main web site traffic lift, time spent on the site, pages viewed, and reduced bounce rates

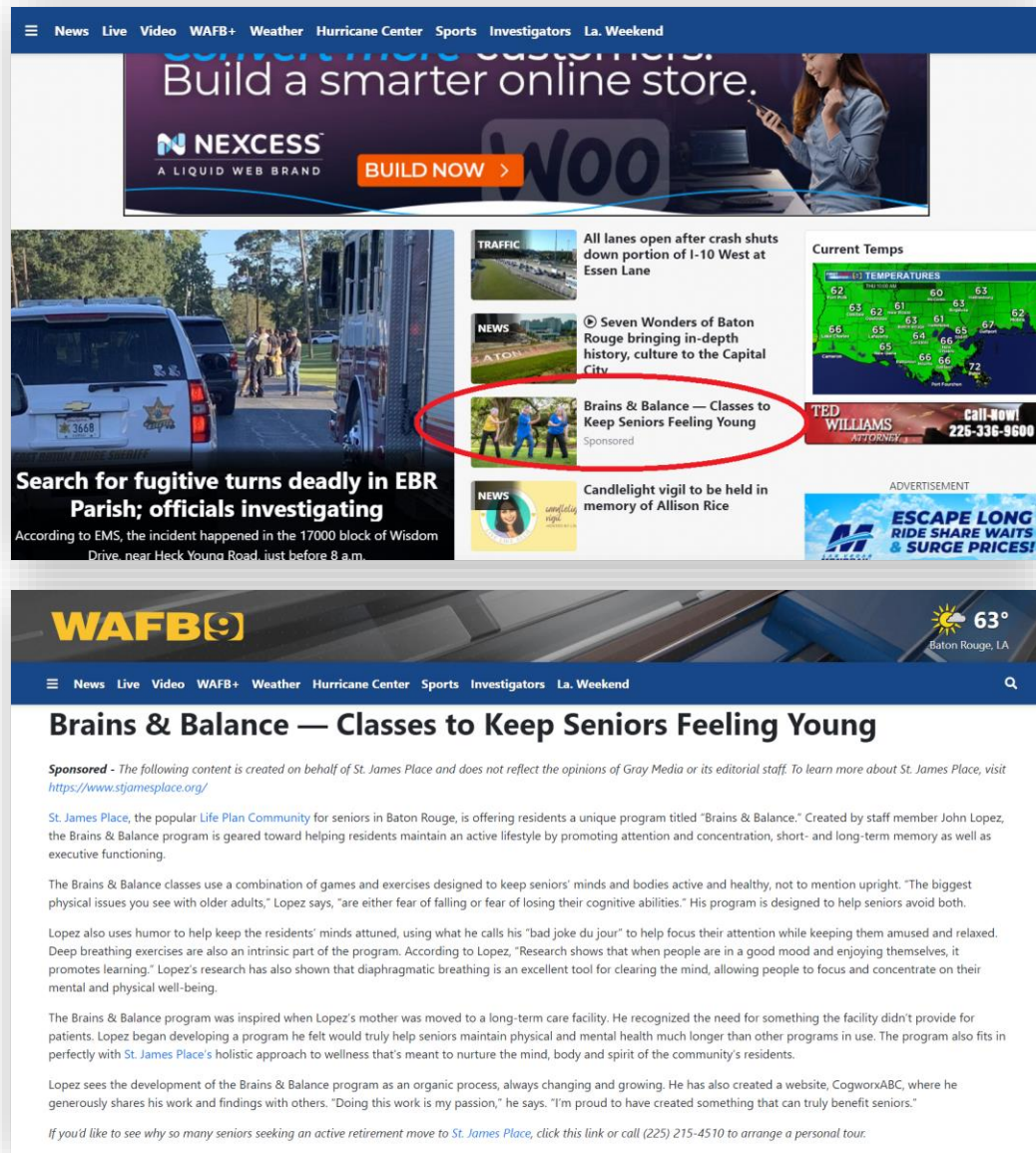




# Personalize Awareness With Targeted Efforts

- ◆ Purchased direct mail prospecting lists, although it can be expensive
- ◆ E-mail blasts, using a third-party server sending to their list, can deliver thousands of e-mail messages.
  - These services can guarantee that all records are double-opt-in.
  - No print costs
  - Delivery costs a fraction of postage





# Personalize Awareness with Targeted Efforts

- ◆ Native advertising encourages users to gain information through the use of content blended into the environment of the content site to make it look and feel like a news story.



# Generating Responses

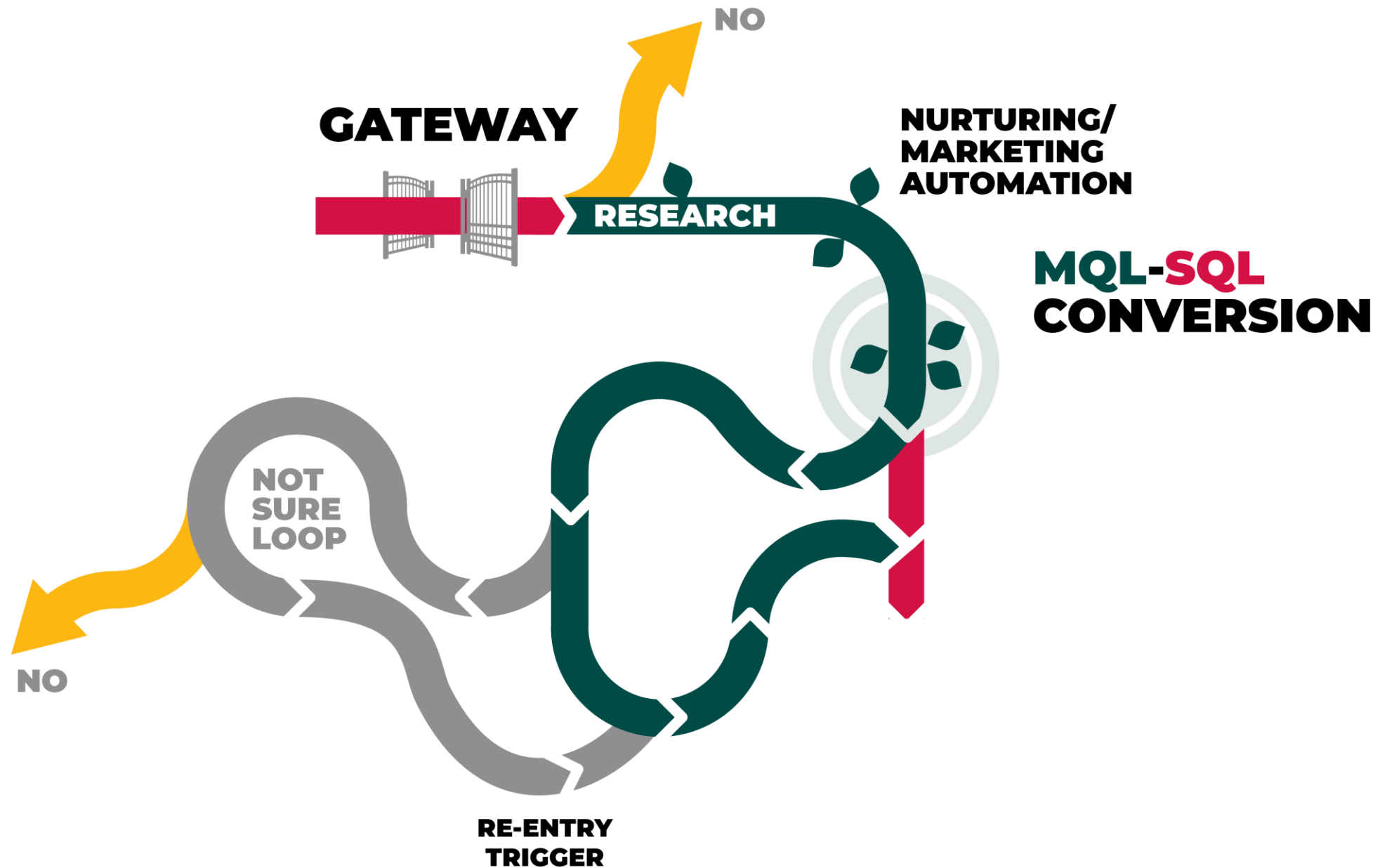
- ◆ Be where actively interested users are.
  - Search engine optimization drives information-desiring users to the community website.
  - Organic social media can invite users to learn more about the community's "personality" and its people.
  - Search engine marketing guides users to sales-oriented landing pages.
  - Higher awareness levels drive potential members to refer their friends.
- ◆ Bring users out of the anonymous cloud to walk through the gateway to become known, interested customers.





# ENGAGEMENT: THE MIDDLE OF THE JOURNEY







# The (Often) Missing Middle

Salespeople want to jump in and engage with leads at this stage, yet leads may actually resist 1:1 contact.

- ◆ Communication should be customer-centric.
- ◆ Engagement experiences are fluid across platforms.
- ◆ It's important here to start sorting out:
  - Leads  
VS.
  - Marketing Qualified Leads  
VS.
  - Sales Qualified Leads

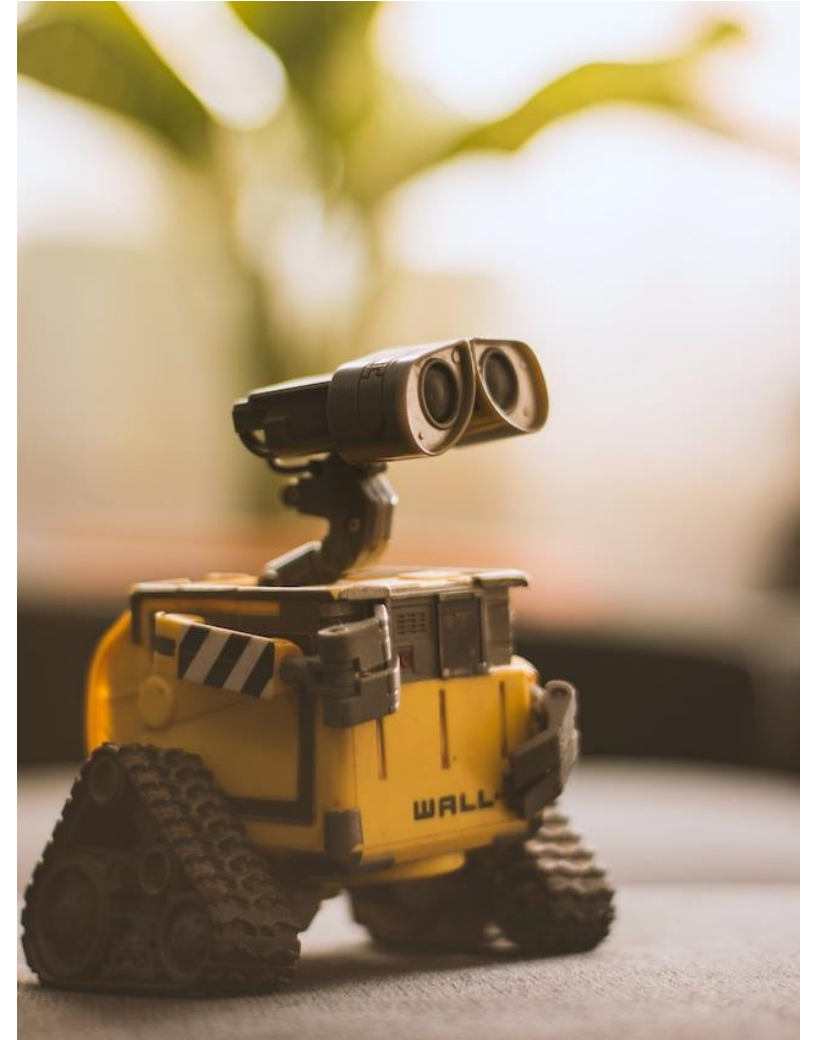




# Tools & Tactics in the Middle

## Marketing Automation Platform

- Consider this the sales team's **Virtual Assistant**
- Does not replace a sales counselor (and is not a CRM)!

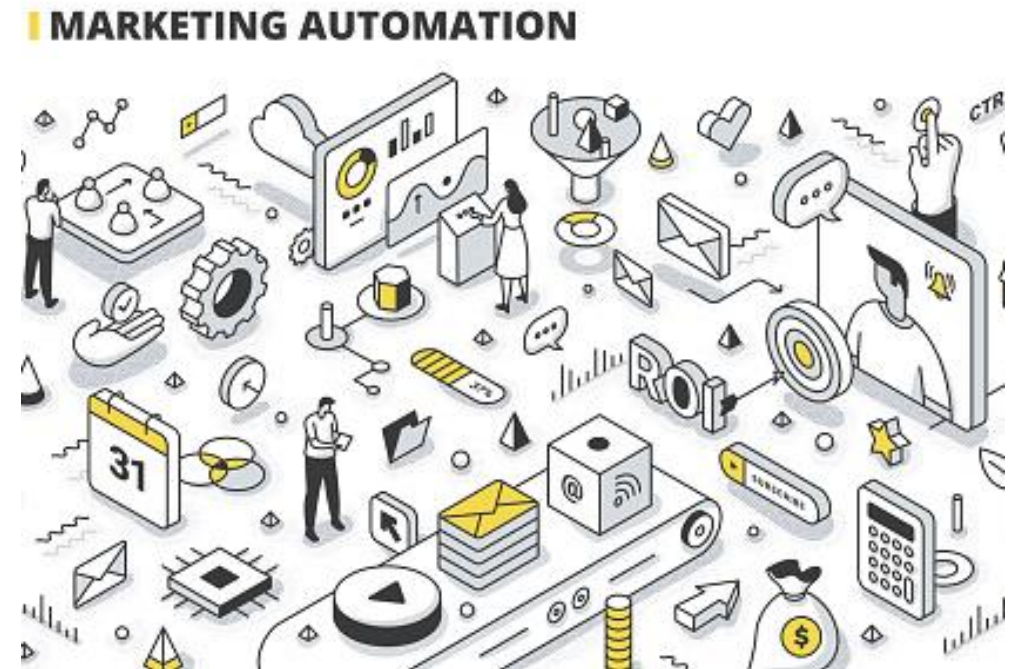




# Tools & Tactics in the Middle

## What Is Marketing Automation?

- ◆ Drip email campaign
- ◆ Programmable, “smart” targeted email campaign
- ◆ Lead scoring: based on behaviors such as web visits, asset downloads, form fills, email engagement, chat, etc.
  - You can adjust the scoring criteria to your own community’s standards and preferences.





# Digital Lead Performance – Enquire Data

## Life Plan Communities

Analyzing 300+ locations classified as “LifePlan”

- ◆ 2022 digital lead mix = 45% of total leads are coming through the web
- ◆ Locations averaged 26 web leads per location per month for 2022 which is up 7% YoY.
- ◆ 2022 Inquiry to Move In Conversion = 3% (down 1 pt. YoY)





# Digital Lead Performance – Enquire Data

## Rental Communities

Analyzing 1,800+ locations classified as IL, AL and/or MC

- ◆ 2022 digital lead mix = 38% of total leads are coming through the web.
- ◆ Locations averaged 15 web leads per location per month for 2022 which is up 22% YoY.
- ◆ 2022 Inquiry to Move In Conversion = 5% (flat YoY)

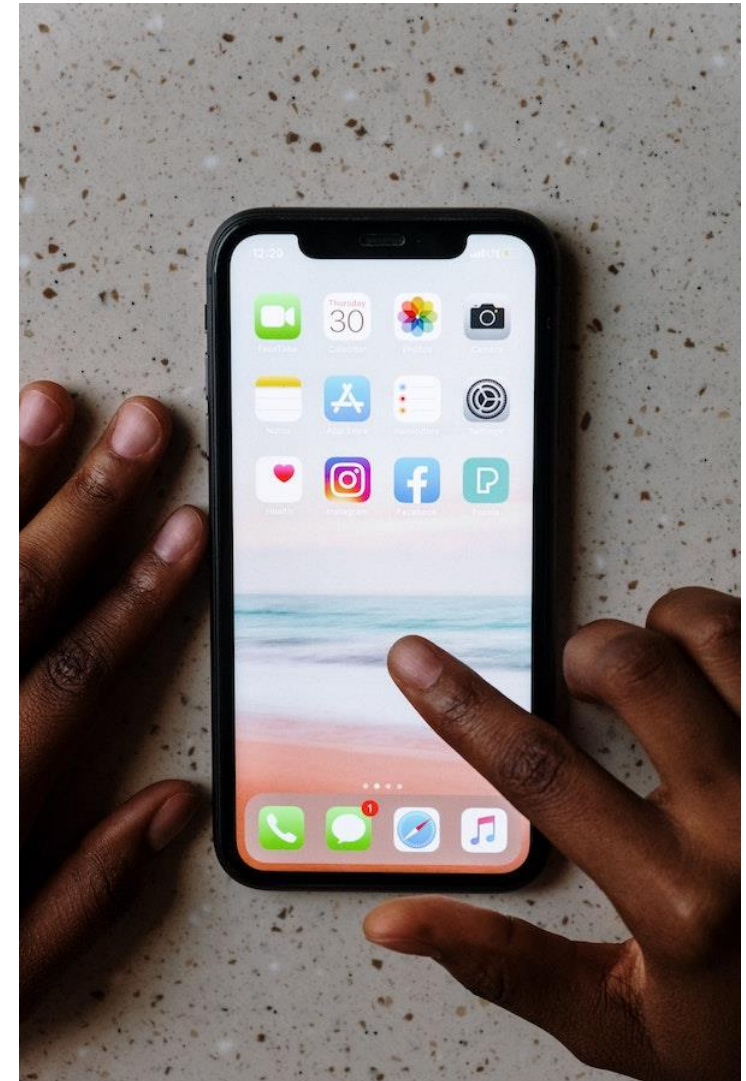




# Tools & Tactics in the Middle

## Content Marketing: Critically Important

- Email nurturing campaigns
- Social media campaigns
- Website content
  - Blog articles
  - Cost calculators & worksheets
  - Whitepapers





# Tools & Tactics in the Middle

## Additional Considerations

- Social proof (reviews & testimonials)
- Chat (and chat bots)
- Webinars, videos, podcasts
- 3D property tours, augmented reality





# Chance Favors the Prepared Brand

Your website is a significant player in the middle

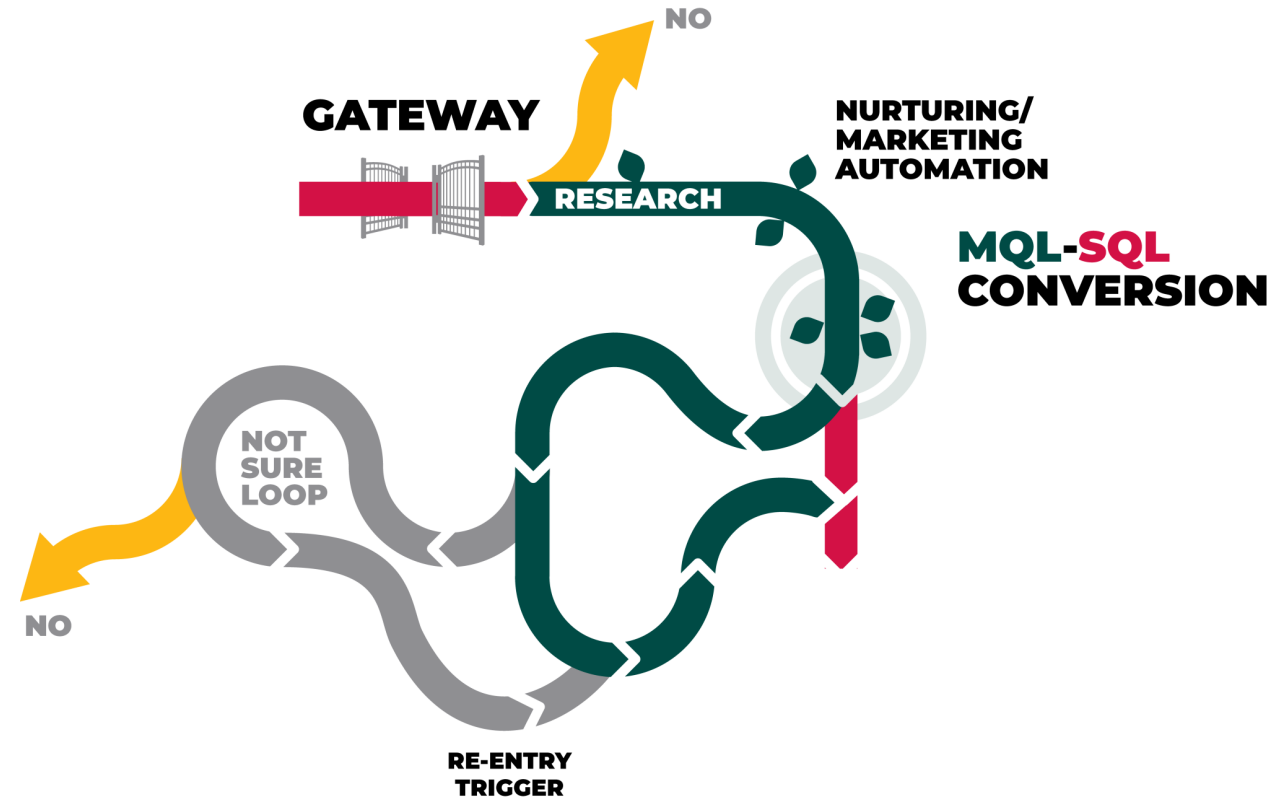
- ◆ Focus on setting up a series of “micro yesses” to build a friendly, trustworthy experience.
- ◆ Aim for a friction-free UX – remove barriers.
- ◆ Accessibility and usability allow for ideal UX.
- ◆ The devil is in the details: use automations to reinforce actions.
  - Example: people who download a PDF should be served something like a relevant blog article.





# Measure & Optimize in the Middle

- ◆ Your brand may neither need nor want to use all the tactics in the middle.
- ◆ Be willing to adjust the sails when a tactic is a clear winner or loser.
- ◆ Measurement and lead scoring makes sales-qualified leads stand out from the others.



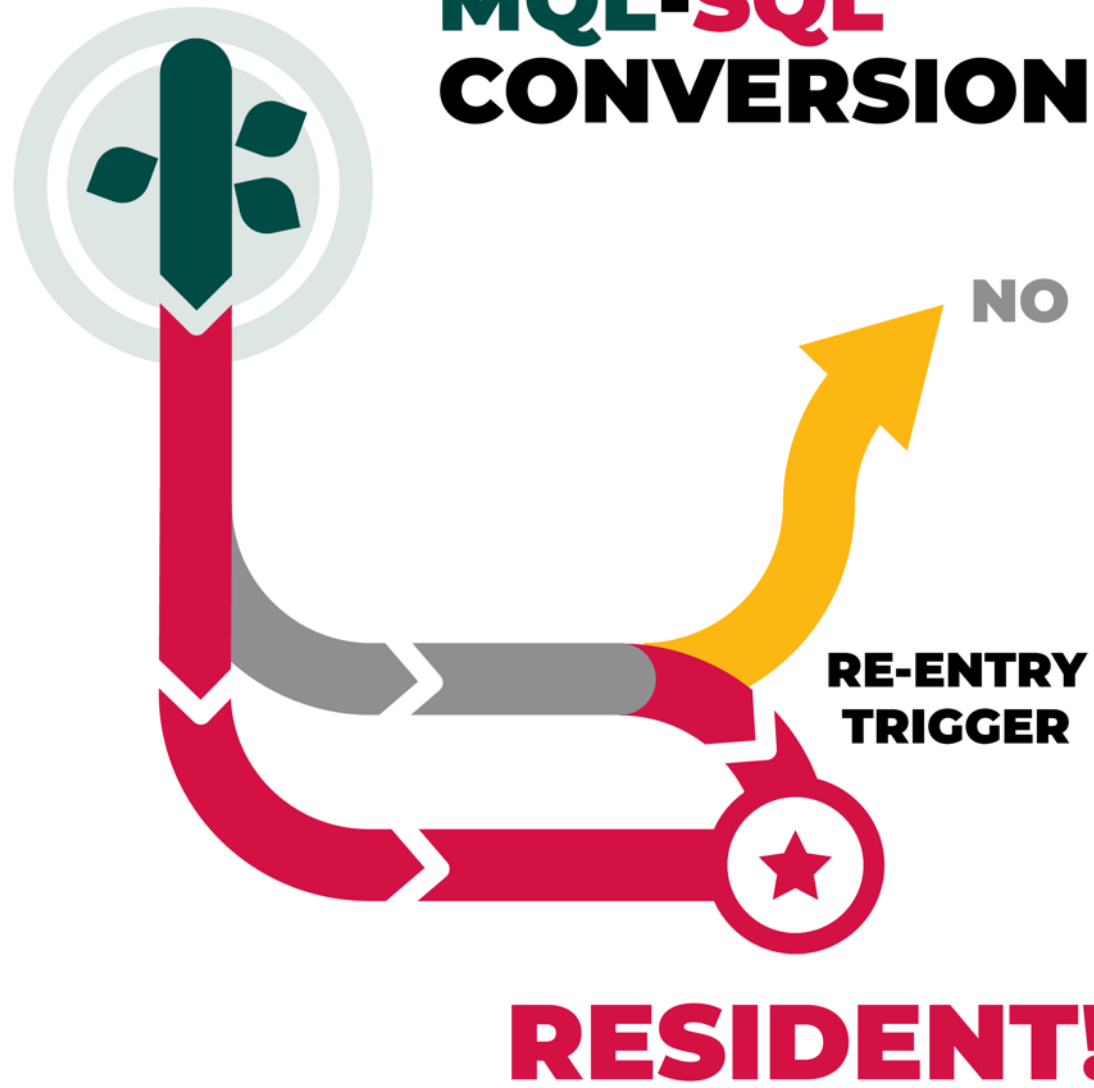


# ADVANCING THE SALE WITH THE DIGITAL PROSPECT





# MQL-SQL CONVERSION





# Changing Our Viewpoint



- ◆ Who is our lead at this point in their journey?
  - Has sought unbiased information up to this stage
  - Self-directed research on their own timeline
  - Much more educated about senior living
  - They have had a chance to self-qualify.



# Changing Our Viewpoint



- ◆ Why is change necessary?
  - An attempted phone call is not enough—and now often not possible.
  - We need many more touches, and to use more tools.
  - We need to give our leads the space they need.
  - Let marketing automation do much of the work.



# Enhancing Our Mindset

## ◆ Believe

- The sales team needs to believe that digital leads have value.
- Sales counselors are still needed.
  - Emotions are key to making sales.
  - You are the trusted advisor!
  - Guide prospects on their journey through interactive human connection.





# Enhancing Our Sales Processes

## ◆ Discovery Goals

- Help people articulate and solve their problem.
- Find the "Why?"
- Encourage the lead to take the next step: Advance the sale.
- Lead them to a resolution: Move to the community?





# Sales Toolbox

## Digital tools to augment advancing a sale

- ◆ Virtual tours—great for early in discovery
- ◆ Video messaging—increase conversions, other team members
- ◆ Texting services—event reminders, segment to target
- ◆ Webinars—possible follow-up opportunity
- ◆ Video testimonials
- ◆ Click reports—lead scores
- ◆ After-tour surveys





# Enhancing Your ROI

## What's in your toolbox?

- ◆ How to use, when to use, taking it to the next level
  - Are you using your tools to the fullest capability?
  - How do you inspire your teams to use them?
  - Set clear, achievable goals and expectations.
  - Measure success.





# KEY TAKEAWAYS





# Key Takeaways

- ◆ Senior living as a whole is experiencing the societal changes around technology adoption.
- ◆ Digital leads are real and have value!
- ◆ The customer journey can be long and "invisible" to the sales team.
- ◆ It is imperative to invest in the tools that let us guide and encourage people along the journey.
- ◆ Sales teams need to change views about digital leads and evolve tactics to respond to the informed and engaged customer.
- ◆ Human connection is still key—with enhanced information!



# Email Us For A Copy Of Our White Paper

- ◆ [RLove@LoveAndCompany.com](mailto:RLove@LoveAndCompany.com)
- ◆ [ESTokes@LoveAndCompany.com](mailto:ESTokes@LoveAndCompany.com)






# QUESTIONS/ DISCUSSION





A photograph of an elderly couple in a park. The woman, on the left, has short grey hair and is wearing a teal t-shirt, laughing joyfully. The man, on the right, has white hair and is wearing a dark t-shirt, with his hand raised in a playful gesture. A semi-transparent teal circle is centered over the image, containing white text and a logo.

EVERY DAY  
WE HELP SENIORS  
EXPERIENCE  
A BETTER LIFE

LOVE  
& COMPANY





**THANK YOU!**

